

RCTA Board of Directors Meeting and Retreat  
Thursday, February 17, 2017 at Eden Public Library  
598 S Pierce St, Eden, NC 27288

**Attending:**

**Board Members:** Jackie Cantrell, Ann Fair, Liz Luking, Fred Thompson, Garland Hilliard, Alyssa Mann and Executive Director Shelby Rhyne,

**Guest:** Amy Franklin, USTA NC Director of Community Development, Outreach & Training

**Absent:** John Walker

**Business Meeting**

Fred Thompson welcomed the Board members and asked for approval of the November Board minutes. After review, the minutes were approved by acclamation.

**Treasurer's Report,** Garland Hilliard

Garland Hilliard presented the Treasurer's Report that was approved. RCTA Balance Sheet for 2017 to be distributed after the meeting.

<b>Newbridge Bank statement 12/31/2016</b>		<b>Newbridge Bank statement 2/28/16</b>	
Beginning balance	\$4,563.36		\$5,925.57
6 credits	\$3,103.65		\$1,216.00
23 Debits	\$1,741.44		\$2,208.61
Ending balance	\$5,924.57		\$4,932.96

**Executive Director Report,** Shelby Rhyne (complete report attached)

Shelby shared USTA NC and USTA Southern Educational Junior Merit Awards and recognition plaque from the RC Board of Education.

2017 Program Highlights include:

1. Adult Programming for Beginners include our first USTA Beginners League held indoors at WR YMCA (4 participants) and three tennis classes at RCC this spring – Beginning PE, Tennis Apprentice I and II.
2. Connecting Tennis & Education using USTA Foundation grant (\$7500) and Academic Enrichment Curriculum (ACE) with five summer camp partners.
3. Our first 2-day sanctioned Junior Tournament at Jaycee Park October 14-15 sponsored by Allied Truck & Trailer Sales of Madison, NC.

**New Business**

RC Senior Games will add Mens and Mixed Tennis events on Monday May 1 at Eden Family YMCA. Womens singles and doubles events will be Wednesday May 3.

**Next Board meeting: Thursday April 20. Location and time TBD**

## **RC Tennis Board of Directors Retreat**

Led by Amy Franklin, USTA NC Director of Community Development, Outreach & Training

### **USTA Update and Overview**

Amy shared news that the new USTA National Campus at Lake Nona, Florida is open. The features of our new “home for American tennis” include over 100 tennis courts, Live Streaming, 25 public programs, and a full event and match schedule in 2017. USTA Community Tennis and USTA Player Development staff have moved in.

USTA National is announcing an exciting new national brand for youth tennis – Net Generation to be rolled out in 2017 and officially announced to the public at US Open in September.

USTA NC is subsidizing a new “coach to court” program for adults called Try Tennis to bring new adult players into the sport. For \$30, each participant receives a racket, t-shirt and 6 weeks of lessons. Program hosts receive \$200 for kick-off event, \$20/player, digital and print marketing material, and incentives based on number of registered participants.

### **Discussion 1: What can tennis do for our community?**

Board members listed benefit of tennis in Rockingham County:

- Tennis brings families together.

- Tennis is a lifetime sport.

- All children are encouraged to play.

- Cost of playing tennis is less than the cost of playing other sports.

- Only 2 are needed to play.

- Tennis players are good students.

- Tennis players can develop leadership skills in team setting.

### **Discussion 2: Share your story.**

Amy Franklin shared Fast Facts Flyer format to quickly illustrate RC Tennis community impact and help tell our story. This format will be updated for Rockingham County. Some ideas to highlight include:

- 30 different partners

- 14 Schools out of 15 Schools

- We provide the only tennis programs for our county.

### **Discussion 3: Board Development. Where do we look for Board Members?**

Plan for Board terms and rotating members by class. All members should not change at once.

Develop a Board Member application form

Potential Board Members could be: RCS tennis team coaches, interested JTT parents, representative from Rockingham Community College, community leaders.

Meeting Closed 8:05 pm

Minutes submitted by Jackie Cantrell and Shelby Rhyne

**EXECUTIVE DIRECTOR REPORT TO BOARD OF DIRECTORS**  
**February 1, 2017**

**NOTE: RC Tennis Board Retreat with Amy Franklin at Eden Library, 6pm Thursday February 16**

**JANUARY PROGRAM HIGHLIGHTS (4 events 76 participants)**

- 3 Saturday MS/HS clinics attended by 20 players each Saturday (first Saturday snowed out)
- One free Rally the Family Play Day with 3 families – 13 participants at WR YMCA

**2017 Summer Program Planning**

- Appointments scheduled with Program Directors at 5 summer camps supported by USTA Foundation grant (Bridge Street, Eden Y, BGCE, Reidsville Y, Parkview Village)

**PUBLICITY**

- The **February Constant Contact Newsletter** went out on February 1 to 480 contacts and was opened by 167 for 35% open rate. The format was refreshed with help from CC to be “short and sweet”.
- **50 Facebook posts.** “We’re part of something bigger” post series. Facebook page has 553 likes and 490 followers. **Facebook ad** placed for MS/HS clinics, Play Day, and Adult Beginner Fun League
- **Eden’s Own Journal February edition**

**WORKSHOPS and AWARD CEREMONY**

- Shelby Rhyne and Liz Luking/ USTA NC Junior Team Tennis workshop at Grandover Resort in Greensboro along with 17 other JTT local league coordinators.
- Shelby Rhyne/ USTA NC Community Coordinators retreat at Grandover Resort in Greensboro with 10 other CTAs from across NC.
- Shelby Rhyne/ USTA Southern Annual meeting in Atlanta and was recognized with the USTA Southern Educational Merit Award at the Southern Annual Awards on January 21.
- Shelby Rhyne, Ann Fair, Liz Luking and Alyssa Mann/ USTA NC Awards Ceremony at Pinehurst Resort on January 28. Shelby Rhyne received the Educational Merit Award and RCC was recognized as the Facility of the Year
- The Rockingham County Board of Education recognized both Shelby and RCC with plaques at their January Board Meeting on January 23.

**FINANCES/FUNDRAISING/GRANTS**

**Newbridge Bank statement 1/31/17**

Beginning balance	\$5,925.57
6 credits	\$ 1,216.00
12 Debits	\$ 2,208.61
Ending balance	\$ 4,932.96

1. USTA NC Program grant to support MS/HS clinics at WR YMCA \$416
2. USTA NC/Southern Community Growth Participation Grant \$500
3. USTA NC Level 6 Incentive \$100
4. Donation from Martha Hopkins \$100

**UPCOMING EVENTS FOR YOUR CALENDAR**

**Saturdays, February 11,18, 25 Beginner Adult clinics at WR YMCA**

**Sunday, February 19** Rally the Family Play Day at Eden Family Y youth gym

**Thursday February 16** RC Tennis Board Retreat with Amy Franklin at Eden Library 6p

**Monday, February 27** Fitness Club at New Vision Elementary in Madison

